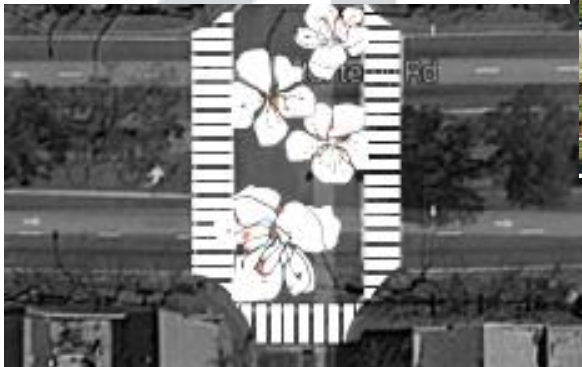


# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## MORGAN HILL GATEWAY ART PROJECT



## QUALIFICATIONS DUE APRIL 17, 2015

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## **Purpose of Call**

The City of Morgan Hill, the El Toro Culture and Arts Committee (ETCAC) and the Morgan Hill Library, Culture and Arts Commission (LCAC) invite artists to submit qualifications for Gateway Public Art Project(s). The City is seeking permanent public art at highly visible gateway locations to enliven the landscape and enrich the fabric and culture of this community. This Call for Artists invites professional artists, designers, and landscape architects, or groups composed of such professionals (artists) from Washington, Oregon, California and Nevada or within a 2-hour flight distance to submit qualifications.

## **The Opportunity**

The City of Morgan Hill (City) has a budget of \$75,000 for one or multiple gateway art projects to be installed by December 31, 2015. In addition, the City is seeking a grant award for an additional \$75,000 from the National Endowment for the Arts (NEA) "Our Town." If awarded, the total available budget for gateway art projects will be up to \$150,000. The additional funds (if awarded) by the NEA Our Town grant would be available in October 2015 and the project fabrication and installation would be in 2016. The commission(s) could be up to \$75,000, which will cover all project costs, including design, engineered drawings, fabrication and installation.

## **Defining Gateway Art**

The Gateway Art Project provides an opportunity for a series of public art pieces at prominent streets, parks and landmarks welcoming and announcing the arrival into Downtown Morgan Hill. Different media are acceptable, including but not limited to, structures, sculptures, paint, murals, and lighting. These could be horizontal or vertical, free-standing or applied to a surface. Art concepts should embrace a vibrant and thriving community for future generations.

## **The Process**

A Community Panel made up of representatives of community-based organizations will review qualifications and select 10 artists. A Jury made up of community members as well as art professionals will select up to four (4) semi-finalists. Semi-Finalist(s) will be invited to develop a Concept Design(s) with \$1,000 Concept Design Agreements. Staff and the Jury will make recommendations for (a) Finalist(s) for final commission(s) to the LCAC and City Council. The number of Finalists selected is dependent on the budgets required by the Finalists, and whether the proposed NEA Our Town grant is awarded.

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## Locations

Gateway locations are identified in the Placemaking Strategy Streetscape Concept Designs, Pg 12, and summarized here. They are:

1. Monterey Road, in the center median, just north of Main Avenue and just south of Dunne Avenue.
2. On Butterfield Boulevard near the intersections of Dunne Avenue and Main Avenue.
3. In the new proposed parks on 3<sup>rd</sup> Street (3<sup>rd</sup> and Depot and 3<sup>rd</sup> west of Monterey)
4. The Nob Hill Water Tank
5. The existing Union Pacific Rail Road trestle\* and/or the concrete supporting walls (the underpass), located on Old Monterey Highway just south of Cochrane Avenue.
6. The Granary Silos on Depot Street (this is a new location).

These locations are pre-approved. In addition, artists may identify other high visibility sites or creative expressions in their proposal, and are encouraged to discuss these possibilities in advance with City staff. Semi-finalists will be required to select one, more than one, or all the sites in the Concept Design phase.

\*The City has begun conversations with the railroad to gain permission to affix artwork to the bridge, and the City controls the flanking concrete retaining walls.

## The Schedule

The anticipated selection schedule\* includes:

|                   |  |
|-------------------|--|
| April 17, 2015    | Qualifications due.  |
| May 8, 2015       | Up to four (4) semi-finalists interview with the selection jury (HOLD DATE!).  |
| May 8 – Jun 12    | Concept Designs developed by semi-finalists.   |
| June 17, 2015     | Full Commission Agreement(s) will be awarded by to the finalist(s) able to deliver an installed artwork(s) by December 31, 2015.                               |
| September 2015    | If City receives a National Endowment for the Art (NEA) “Our Town” grant, additional commission(s) will be announced, funded in October and installed in 2016. |
| December 31, 2015 | Completion and installation of first commission(s).  |

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## Community Engagement

The Gateway Art Project envisions a rich community conversation that will influence the artist's concepts for the gateway(s). The conversation will take place with a couple of community workshops, and a community survey that will provide information to semi-finalists as they begin Concept Design. Additionally, a “*meet and greet*” event will introduce semi-finalists to the community during this period. These efforts will be done with the intent to ensure the community has an opportunity to engage with the artist(s) as well for the artist(s) to get to know the community and have a sense of the area's past, present and future. The community engagement is further detailed in Attachment B.

## Purpose of the Proposed Public Art

Consistent with Our Town grant program, this Call seeks to commission art that enlivens and relates to the distinct character and quality of the community:

- Strengthening the livability of the community through the arts
- Supporting artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life, and,
- Achieving artistic excellence as identity of place is created or reinforced.

As the Our Town grant states, “Artists and community development practitioners... are striving to make places more livable with enhanced quality of life, increased creative activity, a distinct sense of place, and vibrant local economies that together capitalize on their existing assets.” The NEA defines these efforts as *Creative Placemaking*.

(<http://arts.gov/grants-organizations/our-town/introduction>) This call seeks artists who are enthusiastic about engaging their talent and experience in placemaking.

## In-Kind Support and Partnerships Encouraged to Leverage Public Art Funds

Applicants are encouraged (not required) to work with partners who can provide financial support or in-kind support in the form of materials, labor or project maintenance to leverage public art funds and assist in the creation and/or maintenance of the project. Gateway art projects could employ recycled materials, agricultural implements, and industry off-casts that represent Morgan Hill's past, present and future.

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## Review of Artist Qualifications

### Phase 1--Community Panel

A Community Panel made up of representatives from community-based organizations, including the Library, Culture and Arts Commission, the El Toro Culture & Arts Committee of the Morgan Hill Community Foundation, the Downtown Association, the Chamber of Commerce, a landscape designer and staff from the City of Morgan Hill will review the applications and recommend up to ten (10) artists.

### Phase 2--Jury Selection of Semi-Finalists

A selection jury made up of representatives from community-based organizations as well as professional artist members with backgrounds in art history, teaching or public art will recommend up to four (4) selected artists as semi-finalist for Concept Design Agreements with a \$1,000 honorarium.

### Phase 3--Finalist Selection Process

Design Concepts completed by the semi-finalists will be reviewed by the Selection Jury. City staff and Selection Jury will make recommendations to LCAC for one or more finalists based on the artist's ability to best meet the criteria of the Call for Artists and can fabricate and install the proposed work by December 31, 2015. LCAC will make final recommendation to the Morgan Hill City Council. Award of Gateway Public Art Commission(s) should be awarded in June/July 2015.

To the extent there is additional funding through the NEA grant award, additional commissions may be awarded. Projects awarded through the NEA grant will not be required to meet the December 2015 accelerated schedule, and can complete fabrication and installation in 2016. Specific schedules for the artist(s) on the 2016 installation timetable will be developed with City staff when the design concepts and their fabrication requirements are known

## Submission Requirements

Call for Artists – Qualifications due April 17, 2015

- Fully complete the Application and provide related images as specified on the CaFE website. Application should note if art can be installed by December 31 2015 or in 2016.
- Application requirements include resume(s) of artist(s) and up to 10 images of previous work.
- Artist statement will offer an opportunity for artists to describe what motivates them to create public art, what attracts them to the Morgan Hill Gateway Public Art Opportunity.

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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Community Panel will select up to 10 artists.

\*\*\*if selected\*\*\*

Selection Jury will review recommendations from Community Panel and invite selected artists for an interview.

Jury Interview – May 8, 2015 (HOLD THE DATE!)

- Please read the Call for Artists thoroughly before the interview and be prepared to comment on schedule, placemaking, community engagement, and possible materials.

## Special Considerations

- Draft Concept Design Agreements and Commission Agreements will be posted on the CaFE website to clarify basic requirements of each.
- The City will require insurance and artist's waivers.

## Contact for All Questions

Artists are asked to submit qualifications electronically using the CaFE website. Questions related to the qualifications and the Call for Artists should be directed to:

Edith Ramirez, Economic Development Manager, [edith.ramirez@morganhill.ca.gov](mailto:edith.ramirez@morganhill.ca.gov)  
17575 Peak Avenue, Morgan Hill, CA 95037  
Hours: 8 am – 5 pm, Pacific Daylight Time.

## Phase 2--Jury Selection of Semi-Finalists

Selection Jury may recommend up to four (4) selected artists as semi-finalist for Concept Design Agreements with a \$1,000 honorarium.

Concept Design Submittal Requirements - Due June 12, 2015

- Full budget (all costs) for the complete design, fabrication, and installation and demonstrate that all are completely funded by the grant amount plus other in-kind and/or contractual funding commitments the artist has secured.
- Installation Location and Schedule.
  - Commitment to one, or more than one, or all the sites.
  - Commitment to install by December, 31, 2015 or 2016
- Plan for conservation (maintenance and repair) of the work. This document can be further refined if more information is available at the completion of full design before funds are released for fabrication.
- Partnerships proposed to be part of the process, funding or execution of the artwork.



# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## ATTACHMENT A

### Context Past & Present for Downtown Morgan Hill

Morgan Hill is implementing the Downtown Placemaking Investment Strategy (Placemaking Strategy) approved by City Council in May 2014 which contemplates Gateway Public Art and other placemaking initiatives. It commits to placemaking investment to stimulate Downtown vitality. The following paragraphs of this section provide:

- Background about the Morgan Hill community as context for this Call for Artist.
- The emphasis and program for investing in place-making today.
- Key Placemaking Strategy excerpts particularly relevant to the Gateway Public Art.

#### Context: Approaching Morgan Hill

Morgan Hill is located in southern Silicon Valley, separated by a ten-mile open space greenbelt, and sited in the valley between the Pacific Coast Mountains and the Diablo Mountain Range. The community has enormous pride in the natural beauty and vistas of the surrounding countryside, mountains and reservoirs, back roads and trails.

This countryside is home to over a dozen wineries, farms and orchards, as well as county and regional parks, and the largest of the California State Parks. The area is a destination for bicyclists and hikers, and offers golf, fishing, and miles of backcountry. The annual Spring Classic Bicycle event sponsored by Specialized Bicycle Components (a Morgan Hill-based company) starts in town and loops through the mountains on the east and west, for example. In addition, the City offers regional centers for field sports and aquatics. Altogether these outdoor amenities draw 1.3 million visitors a year, and are the basis for the Morgan Hill Tourism Alliance dedicated to increasing visitors at local destinations and businesses, both to Downtown and these surrounding amenities.

#### Context: Business Investment

Morgan Hill is a sophisticated Silicon Valley community that supports industry and innovation. Morgan Hill has 6.1 Million Square Feet of industrial space, over 1,000 companies and nearly 18,000 employed residents. The top manufacturing niches include food manufacturing, sport/recreation manufacturing and manufacturing of electronic components. Companies that call Morgan Hill home include high tech firms Anritsu,

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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TenCate Advanced Composites and Flextronics, food processors Del Monaco and Lusamerica, and well-known bicycle designer and manufacturer Specialized Bicycle Components. (Although Specialized has indoor test facilities for its bikes, company employees use city and country roads as well, and can be seen daily, along with many other bicyclists from the community.)

## Context: Duality of Balancing Past and Present

Downtown Morgan Hill has a rich history. Developed along California's historic El Camino Real (Monterey Road) that dates back to the 1700s, the town itself emerged at the dawn of the 20<sup>th</sup> century. The older buildings and layout of Downtown evoke that history, creating the charm residents want to maintain, and the setting for restaurants, shops and sidewalk cafes. Recent initiatives in Downtown have been focused on enlivening this town center through increased investment, improvements and activities. The Placemaking Strategy and commitment to placemaking is an example. The community both wants to honor its past and develop a unique updated vitality. These dual interests sometimes cause the community to ask, what do we really want? What will it look like? What is our character and who are we?

As a City, for example, Morgan Hill is particularly progressive in that it has crafted and implemented an effective growth management program that has produced extraordinary infrastructure, support for safe routes to schools, and outstanding park and active recreational facilities without comparison in the Western United States. As a community, voters have repeatedly directed this progressive balance. For example, a ballot initiative supported 25 years of investment in affordable housing by policy, so one (1) of every ten (10) dwelling units in Morgan Hill is affordable, and the City's surrounding hillsides have been preserved for posterity with open space easements. The community is also a partner in the Habitat Conservation Plan, and is developing an agricultural lands preservation policy. As a municipality, Morgan Hill has a proven record of providing high quality professional services, and years of experience developing and successfully delivering long range community and specific plans. With that focus and commitment, Morgan Hill is now implementing the Placemaking Strategy and this Call for Artists. It is making yet another decision supporting careful investment that strengthens and enriches the community.

## Downtown Today

Downtown is an 18-block business district bounded by Butterfield Boulevard on the east, Del Monte on the west, Main Avenue on the north and Dunne Avenue on the South. The district seeks to be the most walkable, bike-friendly, urban, family-oriented, and transit oriented neighborhood in Morgan Hill. Morgan Hill has numerous boutique shops and over 30 restaurants. The CalTrain station also offers public and corporate express buses and trains connect the talented Morgan Hill work force with major Silicon Valley employment centers. The longstanding Downtown residential core is expanding as a matter of public policy and market demand. Over 300 new homes have been built at the edge of Downtown



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in the last 24 months and a local architecture firm is developing thirty, upscale condominiums just north of the CalTrain Station at Depot Street and Main Avenue.

The City is currently investing \$25M in Downtown for a 273-space parking structure, a series of infrastructure, streetscape and traffic-calming improvements, and two parks and a pedestrian trail up Nob Hill to the water tower, just south of Monterey Road at Third Street. The City is actively encouraging the redevelopment of four Downtown properties to add new retail stores and housing.

## Downtown Placemaking Investment Strategy (Placemaking Strategy)

The commitment to placemaking and public art is the pivotal and unifying factor among these current Downtown investments. This placemaking initiative is documented in the City's 2014 Placemaking Strategy formulated through a community engagement process, approved by the Library, Culture and Art Commission (LCAC), and adopted by the Mayor and City Council in May 2014. In September 2014, the City sponsored a public, well attended Creative Placemaking Symposium, and commissioned artists to create Cancion Courtyard, a Park(ing) Day project. In October 2014, Morgan Hill launched Creative Placemaking Mini-Grants for twelve art projects including murals, statues, and street furniture, to be installed in early 2015. A robust public art program is also integrated into the new downtown parking garage on 3rd and 4<sup>th</sup> Street frontages. The Gateways requested in this Call are highly visible permanent components of this broad placemaking initiative.

## Excerpts from the Downtown Placemaking Investment Strategy (pg 30)

*The Downtown Placemaking Investment Strategy adopted in May 2014 is instructive and worth reading in its entirety. Here key sections are presented because they apply to the Gateway Public Art.*

### Healthy Living Morgan Hill

Drawing from Morgan Hill's rich resources, climate, setting and history, as well as the City's current economic development and transportation enhancements, Joni L. Janecki & Associates developed a cohesive conceptual theme for the Downtown Placemaking project that unifies all proposed improvements: "Healthy Living Morgan Hill"

"Healthy Living Morgan Hill" brings together the past, present and future. It celebrates Morgan Hill's rich agricultural heritage and emphasizes sustainability for long-term health. All improvements will reference this concept, thus unifying the Downtown design into a theme that embraces a vibrant, thriving community for future generations.

### Gateways

Arrival in Downtown Morgan Hill will be announced through a series of Gateways. Strategically located at prominent intersections, as well as along the "Old Monterey

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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Highway,” a series of public art pieces and welcoming gateway features will announce and celebrate arrival Downtown referencing the area’s agricultural roots.\* (See also, pgs 12 and 13)

\*When the Placemaking Strategy was reviewed and adopted by the City Council, Councilmembers voiced their opinion that they liked the places the Placemaking Strategy recommended for gateways, but weren’t sure apricots were the right image.

## Light

Introduce alternative light sources for day and night use and for a safer community. Options may include LED and solar and could reflect the seasons .... (See also, pgs 16-17)

## Experience

The downtown concept allows for a wide variety of uses by multiple age groups and users. It is a design that allows for flexible adaptation of downtown spaces and encourages gathering, cycling, and pedestrian enjoyment and safety.

## Monterey Road

Safety, traffic calming, and increased pedestrian use along Monterey Road are priorities for this project. Drawing from the history of the Old Monterey Highway, we have incorporated a Mission Bell lighting theme and retained historic brick paving (See also pg 61). Additional improvements such as “parklets” along the road, horizontal art at the intersections (See also pg 38), enhanced low level pedestrian lighting (See also pg 46-7), median art pieces and updated planting all encourage pedestrian use and gathering.

## Paseos

An important connection between and behind many of the businesses along Monterey Road is the “back door” parking and pathway spaces. This presents an opportunity to upgrade these spaces to allow for outdoor seating and gathering and encourage pedestrian use. Improvements may include festival lighting, murals, planting and pavement improvements.

## Vibe

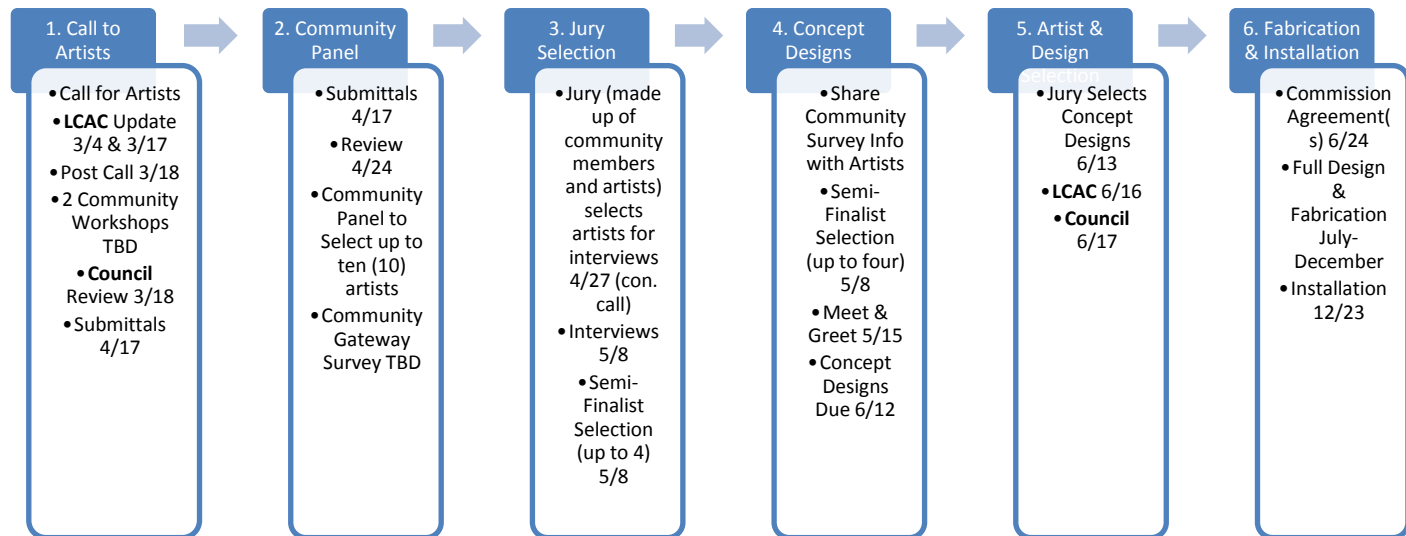
Technology and urban culture are an important part of the future of Downtown Morgan Hill. Improvements include suggestions for Wi-Fi locations, solar charging stations, water bottle filling stations, outdoor movie projection spaces and other improvements that allow for use by an expanding culture of tech innovation.

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## ATTACHMENT B

### Community Engagement



#### Community Engagement:

- 6 Email Blasts—Throughout
- 2 Community Workshops (with artists & community)—April
- 1 Community Survey—April
- 1 Meet & Greet (with selected artists)—5/15
- Social Media –Throughout
- Website—Throughout

#### Public Hearings:

- 3 LCAC —Date in March, 5/5, 6/16
- 2 CC—3/18, 6/17

#### Community Partners:

- LCAC
- El Toro Culture & Arts (ETCAC) of Community Foundation
- MHDA
- MHCC
- Jury that includes professional artists
- Local Morgan Hill Landscape Architect

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## ATTACHMENT C

### Selection Criteria

*The selection criteria are a combination of the Our Town criteria, and the City's need to have at least one Gateway Art project complete and installed by December 31, 2015.*

The following criteria will be considered during the review of qualifications to the extent they are applicable, and again at review of the Concept Designs:

The **artistic excellence** of the project, which includes the:

- Quality of the artists, arts or design professionals, arts organizations, works of art, or services that the project will involve, as appropriate for the community in which the project takes place.

Artistic excellence is evaluated based on the material and work samples submitted with the qualifications on April 17, 2015. This includes work samples of selected or proposed artists, design professionals, arts organizations, and works of art that demonstrate artistic excellence.

The **artistic merit** of the project, which includes the following:

- Potential of the project to achieve results consistent with the NEA outcome for *Livability: Strengthening communities through the arts*. This includes the potential to:
  - Catalyze a persuasive vision for enhancing the livability of the community.
  - Support artists, design professionals, and arts organizations by integrating the arts and design into the fabric of civic life.
  - Reflect or strengthen a unique community identity and sense of place, and capitalize on existing local assets.
- Strength of any proposed partnership, and engagement of the private and public sectors in support of the project.
- Where appropriate, potential to reach underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability.
- Appropriateness of the project to the partners' missions and the community in which the project will take place.

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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- Ability to carry out the project based on such factors as the:
  - Appropriateness of the budget, its feasibility, level of community support, and strategy for maintaining the work of the project.
  - Likelihood that the proposed phase of the project will be completed within the proposed period of support.
  - Quality and clarity of the project goals and design.
  - Resources involved.
  - Qualifications of the project's personnel.
  - Readiness to meet requirements of the National Environmental Policy Act and or the National Historic Preservation Act, where relevant.
- Extent to which the project engages the public in planning for and participating in the project.
- Artist(s) schedule for full design through engineered drawings, fabrication and installation, and identification of ability or inability to complete installation on an accelerated schedule by December 31, 2015. Note: Only one art work must meet this requirement, with the hope that the NEA grant will provide funds for a second or more art to be completed on a 2016 delivery schedule.

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## ATTACHMENT D

**Application –Due April 17, 2015 by 5:00 PM**

**Applications to be submitted only through CaFE website!!**

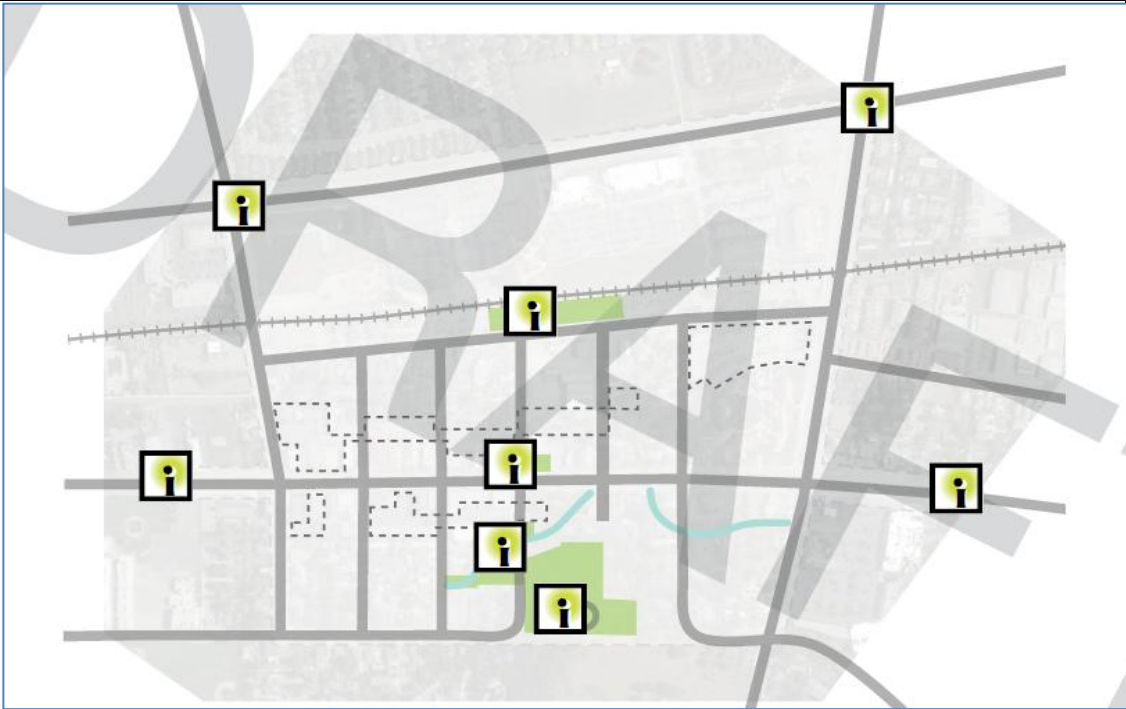

|   |  |  |
|---|--|--|
| <b>Contact Name</b>   |  |  |
| <b>Organization Name</b><br>(If appropriate)                    |  |  |
| <b>Address</b>  |  |  |
| <b>E-Mail Address</b>   |  |  |
| <b>Phone</b>  |  |  |
| <b>Name of Artist,<br/>Designer, or<br/>Landscape Architect</b> | (identify professional designation)  |  |
| <b>Resume(s)</b>  | resumes of key individuals responsible for project design and fabrication  |  |
| <b>Representative Work</b>                                      | Upload <u>up to 10 jpegs</u> of projects. Identify the responsible individuals and number for identification with the information provided below.  |  |
|   | <b>No.</b>   | <b>Description</b> (up to 100 words per image) |
|   | 1  |  |
|   | 2  |  |
|   | 3  |  |
|   | 4  |  |
|   | 5  |  |
|   | 6  |  |
|   | 7  |  |
|   | 8  |  |
|   | 9  |  |
|   | 10   |  |
| <b>Statement of Interest</b>                                    | <p>Under statement of interest, applicant may describe what motivates him/her to create public art, what attracts him/her to the Morgan Hill Gateway Public Art project.</p> <p>Applicant should also provide brief description type of art that he/she recommends doing for Morgan Hill, including materials and size of project, and proposed location(s), how the artist may approach budget.</p> |  |



# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

## ATTACHMENT E

### Examples provided by Placemaking Streetscape Design Concepts

|                  |  |
|------------------|--|
| <b>GOALS</b>     | <ul style="list-style-type: none"><li>○ INFORM—Use of signage and landscape features to inform the community.</li><li>○ PLACE—Create a connection with community's identity and a reflection of the past, present and future.</li><li>○ GATHER—Public art features can create statements and allow for fun and existing uses</li></ul> |
| <b>LOCATIONS</b> |   |
|                  |  <p>OVERPASS LOCATION</p>  |

# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

## MEDIAN GATEWAY EXAMPLES



## RAILWAY OVERPASS EXAMPLES



# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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|  |   |
|--|---|
| <b>INTERSECTION PAINTINGS<br/>EXAMPLES</b> |   |
| <b>LIGHTING<br/>EXAMPLES</b>               |  |



# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## STRUCTURES FOR PARKS EXAMPLES



## LANDMARK GATEWAY EXAMPLES



# CALL FOR ARTISTS FOR THE MORGAN HILL GATEWAY PUBLIC ART PROJECT

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## **ATTACHMENT F**

### **W-9 Form**

SEPARATE DOCUMENT